

**Summary Report for Individual Task  
805B-79T-4310  
Produce Marketing/Advertising Materials  
Status: Approved**

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**Distribution Restriction:** Approved for public release; distribution is unlimited.

**Destruction Notice:** None

**Foreign Disclosure: FD1** - The materials contained in this course have been reviewed by the course developers in coordination with the RRS, Fort Jackson foreign disclosure authority. This course is releasable to students from all requesting foreign countries without restrictions.

**Condition:** You have received a request for marketing / advertising material. You have full access to required equipment, unit files, reference material, required graphics, request guidance, and outside vendor / contractor support. Standard MOPP 4 conditions do not exist for this task. See the MOPP 4 statement for specific conditions.

**Standard:** Produce marketing and advertising materials using available resources to include in house production and production using outside sources. Your end product must contain current and correct information and must comply with the National Guard Bureau marketing and advertising style guide.

**Special Condition:** None

**Safety Risk:** Low

**MOPP 4:** N/A

Task Statements
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**Cue:** None

DANGER

None

WARNING

None

CAUTION

None

**Remarks:** None

**Notes:** None

## **Performance Steps**

### **1. Retrieve marketing and advertising creative.**

- a. Review creative for completeness/accuracy.
- b. Identify changes to image (i.e. uniform, logo).

### **2. Update creative with current information.**

- a. Requestors information.
- b. Incentive information.

(1) Educational benefits.

(2) Bonuses.

(3) Technical training.

#### **c. Current messaging.**

(1) Moments in time.

(2) You can.

(3) Hometown hero.

### **3. Identify production method.**

#### **a. Create in-house.**

(1) Raw stock.

(2) Card stock.

(3) Roll paper.

(4) Foam board.

#### **b. Obtain from outside source.**

(1) Vendor.

(2) Government Services Administration.

(3) Government Printing Office.

### **4. Prepare production equipment as required.**

- a. Printers.

- b. Engravers.
- c. Cutting tools.

5. Create proof product for requestor's approval.

- a. Business cards.
- b. Posters.
- c. Banner.
- d. Postcard.
- e. Awards.

6. Receive input from requestor.

7. Incorporate changes.

8. Produce the requested marketing material.

(Asterisks indicates a leader performance step.)

**Evaluation Guidance:** Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction should the Soldier experience minor difficulty. Consider directing self-study or on-the-job-training for Soldiers who experience major difficulties in task performance.

**Evaluation Preparation:** This task may be evaluated by two methods; a. Self Evaluation. Perform the task on the job using the materials listed in the Conditions Statement. Evaluate yourself, using the performance measures, graded IAW the Evaluation Guidance section. b. Supervisor's Evaluation. Ensure that the Soldier(s) have the material shown in the Condition Statement to accomplish the task. When you feel they are able, have them perform the task on the job. Grade them using the Performance Measures, in accordance with the Evaluation Guidance section.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Retrieved marketing and advertising creative.			
2. Updated creative with current information.			
3. Identified production method.			
4. Prepared production equipment, as required.			
5. Created proof product for requestor's approval.			
6. Received input from requestor.			
7. Incorporated changes.			
8. Produced the requested marketing material.			

#### Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	NG PAM 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No
	NGR 601-1	Personnel Procurement - Army National Guard Strength Maintenance Program	Yes	No

**Environment:** Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

**Safety:** In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

**Prerequisite Individual Tasks :** None

**Supporting Individual Tasks :** None

**Supported Individual Tasks :** None

**Supported Collective Tasks :** None

**ICTL Data :**

ICTL Title	Personnel Type	MOS Data
79T ARNG Recruiting and Retention-SL4	Enlisted	MOS: 79T, Skill Level: SL4, ASI: V7, Duty Pos: REA, SQI: 4